

Organizing Committee



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2013 Consumer Neuroscience Satellite Symposium

26 September 2013

La Grange de Dorigny

HEC Lausanne
Lausanne Switzerland

Program

11.30-12.30	Lunch Foyer, Grange de Dorigny
12.30-12.45	Welcome & Opening Remarks Ulrich Hoffrage & Alessandro Villa , HEC Lausanne, Switzerland La Grande Salle, Grange de Dorigny
12.45-14.00	Big Picture: What Can Neuroscience Offer to Consumer Research? (invited track) <i>Session Chair:</i> Eric Johnson , Columbia University, USA Paul Glimcher , New York University, USA Drazan Prelec , MIT, USA Eric Greenleaf , New York University, USA
14.00-14.15	Break Foyer, Grange de Dorigny
14.15-15.30	Hands-On: Applying Neuroscience in Consumer Research (reviewed track) <i>Session Chair:</i> Carolyn Yoon , University of Michigan, USA Milica Mormann , University of Miami, USA Dino Levy , Tel-Aviv University, Israel Vinod Venkatraman , Temple University, USA

15.30-15.45	Break Foyer, Grange de Dorigny
15.45-16.45	Panel Discussion on Consumer Neuroscience <i>Moderator:</i> Hilke Plassmann , INSEAD, France Colin Camerer , Caltech, USA Scott Huettel , Duke University, USA Nina Mazar , University of Toronto, Canada Eric Singler , CEO, Invivio BVA, France Ale Smidts , Erasmus University Rotterdam, The Netherlands Klaus Wertenbroch , INSEAD, France – Editor, Journal of Marketing Behavior: www.journal-marketing-behavior.com
16.45-17.00	Closing Remarks Eric Johnson , Columbia University, USA (incoming president of the Society for Neuroeconomics)
17.00-19.00	Poster Reception Foyer, Grange de Dorigny

Sponsors

